

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for monitoring and integrating media streams, comprising:

selecting a purchasing system interface for use with a media stream, wherein the purchasing system interface is selected in response to a recipient's manual selection when the recipient is presented with available purchasing system interfaces;

packaging the media stream with a self loading and self executing media player and with configuration information for presenting the purchasing system interface with the media stream and monitoring usage of the media stream and purchasing system interface, the media player when executed and configured with the configuration information presents the purchasing system and monitors usage of the media stream and the purchasing system interface, and wherein the media player tracks how much time media content, associated with the media stream, was played by the recipient of the media stream and tracks days and times of day that the recipient plays the media content and the media player reports back the time the media content was played and the days and times of day that the recipient played the media content to a licensee of the media content, and wherein the configuration information further defines types of information that the media player is to monitor and report back to on and the configuration information is included within the media stream and the configuration information also defines specific instances of the media stream to present to the recipient, the configuration information also includes media player processing directives for having the media player selectively capture and monitor interactions occurring between the recipient and the purchasing system interface; and

streaming the media stream to the recipient, wherein the media player self-loads and self-executes on the recipient's computing device and configures itself for execution on the recipient's computing device using the configuration information, and wherein the media player self-loads when all the media player is received on the recipient computing device and while the

media stream is still being received on the recipient computing device and the media player processes the directives of the configuration information on the recipient computing device.

2. (Original) The method of claim 1 further comprising playing a portion of the media stream on a computing device of the recipient by using the media player, wherein media content included within the media stream is simultaneously presented on a display with the purchasing system interface and the purchasing system interface can be independently interacted with via the display.
3. (Original) The method of claim 2 further comprising receiving purchasing selections from the recipient accessing a number of options from the purchasing system interface while viewing portions of the media content and using the media player for tracking any purchase that occurs for the media content.
4. (Original) The method of claim 3 wherein receiving purchasing selections further includes notifying or recording the purchase for purposes of paying a commission or establishing a budget.
5. (Original) The method of claim 4 wherein playing further includes:
 - presenting the media content within a first frame of a browser page; and
 - presenting the purchasing system interface within a second frame of the browser page.
6. (Original) The method of claim 1 further comprises receiving usage statistics from the media player identifying playing and purchasing information associated with the recipient playing media content included within the media stream and interacting with the purchasing system interface.
7. (Original) The method of claim 1 wherein packaging further comprises including customized advertisement information with the media stream.

AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.116 - EXPEDITED PROCEDURE

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8.-20. (Canceled)